

## **Demographic Profile**

### Demographic Profile

	Total %	Urban % a	Rural % b
<u>Household Size</u>			
One	32	35 b	24
Two	22	23	21
Three	20	18	22
Four	15	14	17
Five or more	10	9	14
Refused	1	1	1
Mean	2.5	2.4	2.7 a
<u>Number of Household Members Under 18</u>			
One	16	14	20
Two	15	13	20
Three	8	6	12
Four	3	3	5
Five or more	1	1	2
None	54	60 b	40
Refused	3	4	1
Mean	0.9	0.7	1.3 a
<u>Marital Status</u>			
Single, never married	41	45 b	31
Married	20	18	24
Divorced	26	27	25
Widowed	4	3	7
Separated	8	7	9
Refused	1	#	4 a
<u>Education Status</u>			
Less than high school graduate	24	26	20
High school graduate	46	44	51
Some college/vocational school	23	24	22
College graduate	4	5	4
Post graduate studies or degree	1	1	1
Refused	1	#	1
(Base)	(343)	(240)	(103)

Q41: Including yourself, how many people live in your household?

Q42: How many household members are under age 18?

Q43: What is your marital status?

Q44: What is the last year or grade of school you completed?

# Less than 1%

a/b: Significantly greater than the column indicated by the letter at the 95% confidence level

### Demographic Profile (Continued)

	Total %	Urban % a	Rural % b
<b><u>Employment Status</u></b>			
<b><u>Employed (Net)</u></b>	<b>60</b>	<b>64 b</b>	<b>50</b>
Employed full-time	41	46 b	29
Employed part-time	19	18	21
Unemployed	35	34	38
Retired	5	2	11 a
Refused	1	#	1
<b><u>Ethnic Background</u></b>			
Caucasian	59	48	83 a
African American	36	46 b	13
Hispanic	4	5	2
Other	1	1	2
<b><u>Own/Rent</u></b>			
Own	14	12	17
Rent	85	86	81
Refused	2	2	2
<b><u>Age</u></b>			
18 - 24	19	16	27 a
25 - 34	28	26	33
35 - 44	25	28	18
45 - 54	18	22 b	9
55 - 64	6	7	5
65 or older	3	1	8 a
Mean	37.2	38.0	35.3
(Base)	(343)	(240)	(103)

Q45: Are you...

Q46: What is your race or ethnic background?

Q47: Do you own or rent your home or dwelling?

Q48: Which of the following categories includes your age?

# Less than 1%

a/b: Significantly greater than the column indicated by the letter at the 95% confidence level

### Demographic Profile (Continued)

	Total %	Urban % a	Rural % b
<u>Annual Household Income</u>			
Under \$5,000	22	24	19
Between \$5,000 - \$9,999	18	13	30 a
Between \$10,000 - \$14,999	18	18	20
Between \$15,000 - \$19,999	13	13	14
Between \$20,000 - \$29,999	12	12	11
Between \$30,000 - \$39,999	6	8 b	1
\$40,000 or more	2	3	1
Refused	8	10 b	4
Mean	\$13,471	\$14,349 b	\$11,566
<u>Gender</u>			
Male	50	56 b	35
Female	50	43	64 a
<u>Geographic Location</u>			
<u>Urban (Net)</u>	<u>70</u>		
Canton - urban	3	5	--
Cleveland - urban	15	22	--
Toledo	20	29	--
Columbus	5	7	--
Akron	24	35	--
Youngstown	2	3	--
<u>Rural (Net)</u>	<u>30</u>		
St. Clairsville	9	--	31
Zanesville	6	--	18
Hillsboro	6	--	21
Canton - rural	5	--	17
Cleveland - rural	3	--	12
<u>Method</u>			
Street/social service/miscellaneous			
Intercept	66	65	67
Referral	6	6	5
Advertising	9	8	10
Door-to-door	15	17	10
Senior housing	2	--	7 a
(Base)	(343)	(240)	(103)

Q49: Which of the following categories includes your total annual household income?

Q50: Gender

a/b: Significantly greater than the column indicated by the letter at the 95% confidence level

## **APPENDIX**

## NON-PHONE QUESTIONNAIRE

(Final 7/26/00)

### TELEPHONE OWNERSHIP

- Q1. At the present time, do you have telephone service in your home?
- ☐ Yes (THANK AND TERMINATE)  
☐ No (CONTINUE)
- Q2. Are you the person in the household who makes decisions about telephone service?
- ☐ Yes (CONTINUE)  
☐ No (THANK AND TERMINATE)
- Q3a. At the present time, do you own a cellular phone or pager?
- ☐ Yes (THANK AND TERMINATE)  
☐ No (CONTINUE)
- Q3b. Are you homeless?
- ☐ Yes (THANK AND TERMINATE)  
☐ No (CONTINUE)
- Q3c. What is your zip code?
- \_\_\_\_\_
- (MAKE SURE IT IS IN ON THE LIST – IF NOT; THANK AND TERMINATE)
- Q4. Approximately how long have you been without telephone service?
- ☐ Less than 6 months  
☐ At least 6 months but less than 1 year  
☐ At least 1 year but less than 2 years  
☐ At least 2 years but less than 3 years  
☐ At least 3 years but less than 5 years  
☐ 5 years or more  
☐ Have never had telephone service  
☐ DK

Q5. Which of the following features, if any, did you have when you last had telephone service? (READ - CHECK ALL THAT APPLY)

- ☐ Call waiting
- ☐ Caller ID
- ☐ Line-backer (inside wire maintenance)
- ☐ Privacy manager
- ☐ 3-way calling
- ☐ Voice mail
- ☐ Or, any other features (WRITE IN) \_\_\_\_\_
- ☐ (DO NOT READ) Had no extra features
- ☐ (DO NOT READ) Have never had telephone service
- ☐ DK

Q6. Please tell me, yes or no, if any of the following are reasons you do not have telephone service now? (READ - GIVE RESPONDENT HANDOUT #1 - CHECK ALL THAT APPLY BELOW)

- |   |           |
|---|-----------|
| I decided to use money for something else   | Q6.<br>O1 |
| I cannot afford my installation charges or the required deposit                         | O2        |
| I do not like to use the phone  | O3        |
| I have no one that I need to call   | O4        |
| My friends/relatives/neighbors take calls for me  | O5        |
| Phone calls are bothersome/nuisance to me   | O6        |
| I prefer using a pay phone when I need to make calls                                    | O7        |
| I cannot control other household members' usage of the phone                            | O8        |
| I have moved recently/not installed it yet  | O9        |
| I have had problems with the LOCAL telephone company (EXPLAIN) _____                    | O10       |
| <hr/>   |           |
| I have gotten used to living without it   | O11       |
| I do not need it  | O12       |
| I do not want it  | O13       |
| The cost to make or receive LONG DISTANCE calls is too expensive for me                 | O14       |
| The cost of LOCAL SERVICE is too expensive for me                                       | O15       |
| The cost of telephone features such as Call Waiting & Caller ID is too expensive for me | O16       |
| Or, any other reasons (WRITE IN) _____  | O17       |

Q7. Which of the reasons you mentioned in Q.6 is MOST IMPORTANT for you not having telephone service? (REPEAT REASONS IF NECESSARY; WRITE-IN NUMBER FROM Q.6 BELOW)

\_\_\_\_\_

Q8. If you previously had telephone service, was it your decision to discontinue it or were you disconnected by the telephone company?

- ☐ My decision to discontinue telephone service
- ☐ Telephone company disconnected me
- ☐ (DO NOT READ) I never had telephone service (GO TO Q.11)
- ☐ DK (GO TO Q.11)

- Q9. BEFORE your telephone service was shut-off, did the telephone company offer you a payment plan to help you keep your LOCAL service? Did they ... (READ)
- ☐ Offer you a payment plan, but you could not afford it
  - ☐ Offer you a payment plan which you started, but could not continue, or
  - ☐ Not offer you a payment plan
  - ☐ DK
- Q10. BEFORE your telephone service was shut-off, did the telephone company offer you anything else besides a payment plan to help you keep your LOCAL service?
- ☐ No – did not offer you anything else
  - ☐ Yes – did offer you something else (PLEASE DESCRIBE WHAT WAS OFFERED TO YOU) \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
- Q11. Have you ever called your local telephone company to ask about reconnecting your LOCAL telephone service?
- ☐ Yes (CONTINUE)
  - ☐ No (GO TO Q.16)
  - ☐ DK (GO TO Q.16)
- Q12. Approximately how long ago did you call your local telephone company to ask about reconnecting your LOCAL service?
- ☐ Within the past 30 days
  - ☐ Between 1 month and 3 months ago
  - ☐ Between 4 and 6 months ago
  - ☐ Between 7 and 12 months ago
  - ☐ More than 1 year ago
  - ☐ DK
- Q13. If you have an unpaid telephone bill, did the telephone company offer you a payment plan to help you get LOCAL service reconnected? Did they ... (READ)
- ☐ Offer you a payment plan, but you could not afford it
  - ☐ Offer you a payment plan which you started, but could not continue
  - ☐ Not offer you a payment plan
  - ☐ or, do you not have an unpaid telephone bill
  - ☐ (DO NOT READ) DK
- Q14. Did the telephone company offer you anything else besides a payment plan to help you get LOCAL service reconnected?
- ☐ No – did not offer you anything else
  - ☐ Yes – did offer you something else (PLEASE DESCRIBE WHAT WAS OFFERED TO YOU) \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_



Q15. Now I would like you to rate your local telephone company on how they treated you when you asked them about reconnecting your LOCAL service. Please tell me if you AGREE STRONGLY, AGREE SOMEWHAT, NEITHER AGREE NOR DISAGREE, DISAGREE SOMEWHAT OR DISAGREE STRONGLY with each statement. (GIVE RESPONDENT HANDOUT #2)

	1	2	3	4	5	
	Agree	Agree	Neither	Dis-	Disagree	
	<u>Strongly</u>	<u>Some-</u>	Agree	agree	<u>Strongly</u>	<u>DK</u>
		<u>what</u>	nor	<u>what</u>		
			Dis-			
			<u>agree</u>			
The person I talked with was knowledgeable about ways to help me get telephone service back	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The person I talked with understood my problems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The person I spoke with treated me with respect	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

#### INTEREST IN GETTING LOCAL PHONE SERVICE

Q16. All things considered, how likely are you to get (or reconnect your) telephone service within the next 6 months? Are you ... (READ)

- ☐ Extremely likely (GO TO Q.18)
- ☐ Very likely (GO TO Q.18)
- ☐ Neither likely nor unlikely (CONTINUE)
- ☐ Not very likely (CONTINUE)
- ☐ Not at all likely (CONTINUE)
- ☐ (DO NOT READ) DK (GO TO Q.18)

Q17. Why are you (RESPONSE IN Q.16) to get (or reconnect your) telephone service? (PLEASE BE AS SPECIFIC AS POSSIBLE)

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Q18. Approximately how much do you currently owe, if anything, on past due telephone bills? (ROUND UP TO THE NEAREST DOLLAR)

\$ \_\_\_\_\_

Q19. Which of the following sentences, if any, are true about your present situation with the telephone company? (READ - CHECK ALL THAT APPLY)

- I cannot pay off and I am not making payments on an overdue LOCAL SERVICE bill ☐
- I cannot pay off and I am not making payments on an overdue LONG DISTANCE bill ☐
- I am currently paying off an overdue LOCAL SERVICE bill ☐
- I am currently paying off an overdue LONG DISTANCE bill ☐
- Or, do none of these apply to you ☐

Q20. Which of the following would have to occur before you would get telephone

service (again)? (READ - CHECK ALL THAT APPLY)

- Pay off existing LOCAL telephone service balance ☐
- Pay off existing LONG DISTANCE telephone service balance ☐
- Being able to afford to pay an installation charge ☐
- Being able to afford to put down a deposit ☐
- Get an increase in pay ☐
- Get a job ☐
- Being able to get telephone service at a lower cost ☐
- Change in life circumstances (WRITE IN) \_\_\_\_\_ ☐
- Some other reason (WRITE IN) \_\_\_\_\_ ☐
- There is nothing that would have to occur; you do not want telephone service ☐

Q21. How much do you think the telephone company would charge for installation? (ROUND UP TO THE NEAREST DOLLAR)

\$ \_\_\_\_\_

Q22. Assuming you had basic LOCAL telephone service reconnected, without any features such as Caller ID or Call Waiting, what do you think the telephone company would charge you PER MONTH? Please do not include any amount you would expect to pay for making long distance calls or receiving collect calls. (ROUND UP TO THE NEAREST DOLLAR)

\$ \_\_\_\_\_

Q23. What is the maximum amount you are able to afford each month for LOCAL telephone service, NOT including long distance charges? (ROUND UP TO THE NEAREST DOLLAR)

\$ \_\_\_\_\_

Q24. If you wanted financial help to get and keep your local telephone service, what assistance programs are now available to you?

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Q25. If you knew that financial help was available to you to get and keep your local phone service, would you apply for that help? (READ - ONE RESPONSE ONLY)

- ☐ Yes - you would apply for that help
- ☐ No, you don't want help
- ☐ No, you don't need help
- ☐ It depends (EXPLAIN) \_\_\_\_\_

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Q26. Next, I'm going to read you feelings some people might have about applying for financial help to

get and keep their local telephone service, if such help were available. Please tell me whether you AGREE STRONGLY, AGREE SOMEWHAT, NEITHER AGREE NOR DISAGREE, DISAGREE SOMEWHAT OR DISAGREE STRONGLY with each statement. (GIVE RESPONDENT HANDOUT #2)

	1	2	3	4	5	
	Agree <u>Strongly</u>	Agree Some- what	Neither Agree nor Dis- agree	Dis- agree Some- what	Disagree <u>Strongly</u>	<u>DK</u>
I don't want to contact a company if I owe them money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't believe I would be eligible for financial help	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't want to receive public assistance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't want local telephone service in my home if it means getting financial help	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't know who to contact to receive such help	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't have any way to contact anyone for help	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'm afraid that I would give up my privacy to receive help	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't want to deal with the hassle of applying	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'm not good at understanding and filling out application forms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No amount of assistance would help me get and keep local telephone service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Getting telephone service is not as important as other things I want or need to do	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## INTEREST IN ASSISTANCE PROGRAMS

Q27. I'm going to read you a description of one plan designed to assist people in getting LOCAL telephone service. Please listen very carefully. Then I'll ask you some questions about it. (GIVE RESPONDENT HANDOUT #3)

### *USA Plan #1*

- Monthly phone charge of about \$8.00 (which is a discount of \$10.20 from the regular monthly charge)
- No installation charges for the one phone line
- Only one phone line is allowed under the plan
- Features such as Caller ID, Call Waiting and Voicemail are not available
- You may block your ability to make long distance calls without paying a fee, but can still receive long distance calls. If long distance service is requested, a deposit may be required.
- Upon customer request, at no extra charge, calls to numbers with a 900 area code or a 976 prefix and collect/three way calls could be blocked
- Payment plans for past due local telephone charges may be spread over 6 months after paying a minimum down payment of \$25

In order to qualify for USA Plan #1, you must receive aid from at least one of the following programs:

- Disability Assistance
- Federal Public Housing/Section 8
- Food Stamps
- Home Energy Assistance Programs (HEAP & EHEAP)
- Medicaid
- Ohio Energy Credits Program (OECF)
- Ohio Works First (OWF – formerly known as AFDC, ADC and TANF)
- Supplemental Security Income (SSI)

Q28. Have you heard about USA Plan #1 before I described it to you now?

- ☐ Yes
- ☐ No
- ☐ DK

Q29. Do you qualify for USA Plan #1? That is, do you receive aid from any of the programs listed above? (REPEAT PROGRAM NAMES IF NECESSARY)

- ☐ Yes
- ☐ No
- ☐ DK

Q30. Regardless of whether or not you would qualify, how interested are you in USA Plan #1? Are you ... (READ - GIVE RESPONDENT HANDOUT #5)

- |    |                                      |              |
|----|--------------------------------------|--------------|
| O1 | Extremely interested                 | (GO TO Q.32) |
| O2 | Very interested                      | (GO TO Q.32) |
| O3 | Neither interested nor disinterested | (CONTINUE)   |
| O4 | Not very interested, or              | (CONTINUE)   |
| O5 | Not at all interested                | (CONTINUE)   |
| O6 | (DO NOT READ) DK                     | (GO TO Q.32) |

Q31. Why are you (RESPONSE FROM Q.30) in USA Plan #1? (PLEASE BE AS SPECIFIC AS POSSIBLE)

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Q32. I'm going to read you the description of another plan designed to assist people in getting LOCAL telephone service. Please listen very carefully. Then I will ask you some questions about it. (GIVE RESPONDENT HANDOUT #4)

*USA Plan #2*

- Monthly phone charge of about \$13.00 (which is a discount of \$5.25 from the regular monthly charge)
- No installation charges for one phone line, but there would be installation charges for each additional line after one
- More than one phone line is allowed, but at the regular charge
- Features such as Caller ID, Call Waiting and Voicemail are available at regular rates
- You may block your ability to make long distance calls without paying a fee, but can still receive long distance calls. If long distance service is requested, a deposit may be required.
- Upon customer request, at no extra charge, calls to numbers with a 900 area code or a 976 prefix and collect/three way calls could be blocked
- Payment plans for past due local telephone charges may be spread over 6 months after paying a minimum down payment of \$25

In order to qualify for USA Plan #2, you must receive aid from at least one of the following programs:

- Federal Public Housing/Section 8
- Food Stamps
- Home Energy Assistance Programs (HEAP & EHEAP)
- Medicaid
- Ohio Energy Credits Program (OECF)
- Supplemental Security Income (SSI)

Q33. Have you heard about USA plan #2 before I described it to you now?

- ☐ Yes  
☐ No  
☐ DK

Q34. Do you qualify for USA plan #2? That is, do you receive aid from any of the programs listed above? (REPEAT PROGRAM NAMES IF NECESSARY)

- ☐ Yes
- ☐ No
- ☐ DK

Q35. Regardless of whether or not you would qualify, how interested are you in USA Plan #2? Are you ... (READ - GIVE RESPONDENT HANDOUT #5)

- O1 Extremely interested (GO TO Q.37)
- O2 Very interested (GO TO Q.37)
- O3 Neither interested nor disinterested (CONTINUE)
- O4 Not very interested (CONTINUE)
- O5 Not at all interested (CONTINUE)
- O6 (DO NOT READ) DK (GO TO Q.37)

Q36. Why are you (RESPONSE IN Q.35) in USA Plan #2? (PLEASE BE AS SPECIFIC AS POSSIBLE)

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Q37. How interested would you be in signing up for either USA Plan #1 or USA Plan #2 if you were eligible based on low income? Would you say ... (READ - GIVE RESPONDENT HANDOUT #5)

- O1 Extremely interested
- O2 Very interested
- O3 Neither interested nor disinterested
- O4 Not very interested
- O5 Not at all interested
- O6 (DO NOT READ) DK

Q38. Would you be willing to show proof of your total annual income to the local telephone company in order for them to verify that you have a low income?

- ☐ Yes
- ☐ No
- ☐ DK

Q39. Assuming you were interested in USA Plan #1 and/or USA Plan #2, which of the following do you think you would contact to apply for it? (READ LIST - CHECK ALL THAT APPLY)

- Local telephone company ☐
- City hall ☐
- Disability Assistance office ☐
- Federal Public Housing/Section 8 ☐
- Food Stamps office ☐
- Home Energy Assistance Programs (HEAP & EHEAP) ☐
- Medicaid ☐
- Ohio Energy Credits Program (OECF) ☐
- Ohio Works First (OWF - formerly known as AFDC, ADC and TANF) ☐ ☐
- Supplemental Security Income (SSI) ☐
- Or, Some other organization (WRITE IN) \_\_\_\_\_ ☐
- (DO NOT READ) DK ☐

Q40. Which of the following methods are the best ways to make you aware of local telephone service plans such as this? Choose no more than three from the following list. (READ - CHECK NO MORE THAN THREE).

- At a social service agency such as the Salvation Army ☐
- At an assistance agency such as the unemployment office ☐
- At church ☐
- At city hall ☐
- At grocery stores ☐
- At the electric or water department ☐
- At the post office ☐
- Flyers delivered to your doorstep ☐
- In the daily/weekly local newspaper ☐ ☐
- In a free weekly/monthly shopping guide ☐
- On the radio ☐
- On television ☐
- Through the mail ☐
- Or, any other way (WRITE IN) \_\_\_\_\_ ☐
- (DO NOT READ) DK ☐

#### CLASSIFICATION QUESTIONS

Finally, a few more questions for classification purposes only.

Q41. Including yourself, how many people live in your household?

- ☐ One
- ☐ Two
- ☐ Three
- ☐ Four
- ☐ Five or more
- ☐ Refused

Q42. How many household members are under age 18?

- ☐ One
- ☐ Two
- ☐ Three
- ☐ Four
- ☐ Five or more
- ☐ None
- ☐ Refused

Q43. What is your marital status?

- ☐ Single, never married
- ☐ Married
- ☐ Divorced
- ☐ Widowed
- ☐ Separated
- ☐ Refused

Q44. What is the last year or grade of school you completed?

- ☐ Less than high school graduate
- ☐ High school graduate
- ☐ Some college/vocational school
- ☐ College graduate
- ☐ Post graduate studies or degree
- ☐ Refused

Q45. Are you ... (READ)

- ☐ Employed full-time
- ☐ Employed part-time
- ☐ Unemployed
- ☐ Retired
- ☐ (DO NOT READ) Refused

Q46. What is your race or ethnic background?

- ☐ Caucasian
- ☐ African American
- ☐ Hispanic
- ☐ Asian
- ☐ Other (WRITE IN) \_\_\_\_\_
- ☐ Refused

Q47. Do you own or rent your home or dwelling?

- ☐ Own
- ☐ Rent
- ☐ Refused



Q48. Which of the following categories includes your age? (READ)

- O1 18 - 24
- O2 25 - 34
- O3 35 - 44
- O4 45 - 54
- O5 55 - 64, or
- O6 65 or older
- O7 (DO NOT READ) Refused

Q49. Which of the following categories includes your total annual household income? (READ)

- O Under \$5,000
- O Between \$5,000 - \$9,999
- O Between \$10,000 - \$14,999
- O Between \$15,000 - \$19,999
- O Between \$20,000 - \$29,999
- O Between \$30,000 - \$39,999, or
- O \$40,000 or more
- O (DO NOT READ) Refused

Q50. Gender (BY OBSERVATION)

- O Male
- O Female

THANK YOU VERY MUCH! FOR VERIFICATION PURPOSES, MAY I HAVE  
YOUR NAME AND ADDRESS PLEASE?

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone number (at work or of a friend/relative) in case we need to reach you (if available):

\_\_\_\_\_  
INTERVIEWER: PLEASE COMPLETE NEXT PAGE

INTERVIEWER INDICATE BELOW

LOCATION

Urban

- ☐ Canton - urban
- ☐ Cleveland
- ☐ Toledo
- ☐ Columbus
- ☐ Akron
- ☐ Youngstown

Rural

- ☐ St. Clairsville
- ☐ Zanesville
- ☐ Hillsboro
- ☐ Canton – rural

METHOD

- ☐ Street/social service/misc. intercept
- ☐ Referral
- ☐ Advertising
- ☐ Door-to-door
- ☐ Senior housing

## NEWSPAPER AD - AKRON

*WANTED: OHIO RESIDENTS WITHOUT TELEPHONE SERVICE*

**\$\$ Earn cash for your opinions \$\$**

- We are currently conducting a research study among Ohio residents who do not have telephone service in their homes
- If you are without a cellular phone, pager, or wired phone in your household you may qualify to participate in this important study

If you are interested in participating, please call Pat at Quick Test in the Rolling Acres Mall at 330 745 8883 to see if you qualify. If qualified, you will be invited to come to our facility to complete a 25 minute in-person confidential interview. **You will be paid \$15 cash for your opinions.**

**ABSOLUTELY NO ATTEMPT WILL BE MADE TO SELL YOU ANYTHING NOW OR IN THE FUTURE - YOUR OPINION COUNTS**

**NON-TELEPHONE HOUSEHOLDS**  
**PHASE I: QUALITATIVE RESEARCH**

**Prepared for: SBC**  
**April 2000**

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**San Diego**

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## **NON-TELEPHONE HOUSEHOLDS PHASE I: QUALITATIVE RESEARCH**

### **BACKGROUND AND OBJECTIVES**

Ameritech Ohio has a commitment with the Public Utilities Commission of Ohio to better understand households in their territory which do not have telephone service. As a first step in a two-phase research approach designed to increase the likelihood of signing up for local telephone service, qualitative research was conducted. The objectives of the qualitative research were:

- Identify types of non-telephone households in urban and rural Ohio markets
- Explore reasons/barriers contributing to non-telephone households
- Learn the methods of communications used, awareness of programs to assist in retaining/obtaining telephone service
- Explore understanding of and reactions to USA Plans 1 and 2 and how best to make them known to interested parties (copies are appended)

Findings from this research will be used to assist in the design and development of the questionnaire to be utilized in the phase two quantitative research investigation.

### **METHODOLOGY**

Four focus group interviews were conducted in downtown Cleveland, Ohio, on April 3 and April 4, 2000, with low-income men and women. While specific quotas were not stipulated in recruiting respondents, the majority of participants in the Urban groups were African-American. All respondents in the rural interviewing were Caucasian. A total of 30 individuals participated in the interviewing.

The groups were broken out as follows:

- 2 groups, male and female heads of non-telephone households, ages 21-34
- 1 group, male and female heads of household, ages 35-64
- 1 mini-group of seniors, 65 and over

In addition to the focus groups, seven personal interviews, lasting approximately a half hour each, were conducted in rural Ohio on April 5 and April 6, 2000. The interviewing sites were Zanesville and St. Clairsville, Ohio. Five male and two female heads of non-telephone households participated in the interviewing.

- 4 interviews in Zanesville, OH
- 3 interviews in St. Clairsville, OH

Criteria used for screening respondents were:

- Primary or shared decision-maker of household telecommunications services
- Had been without telephone service for at least six months and not planning to have telephone service "within the next 30 days"
- Must have resided in their respective areas for one or more years.

### **LIMITATIONS**

The focus group interview brings together eight to ten respondents per session. Under the direction of a trained moderator, respondents are encouraged to discuss freely and at length attitudes, feelings and behaviors regarding a given topic or stimuli. The relatively unstructured nature of the interview provides for free interchange—between moderator and respondents, as well as among respondents—thus maximizing the opportunity for information gathering.

The focus group interview and the in-depth personal interview, both forms of qualitative research, seek to answer the question "why" as opposed to "how many." These research techniques provide a richness of response not to be found in quantitative methods of research. However, given the small samples used in qualitative studies, findings are best interpreted as directional. They are not projectable.